

## **Keystone Key Messages and Q&A**

### **Primary Key Messages**

- This new FDA Keystone Forum report calls for restaurants to provide more lower-calorie, nutrient-rich food and beverage choices on menus – and specifically calls for restaurants to offer more low-fat and fat-free milk and milk products.
  - Milk provides important nutrients, such as vitamin A, calcium, magnesium and potassium, lacking in many Americans' diets.
  - The 2005 Dietary Guidelines for Americans increased the recommendation for low-fat and fat-free dairy foods to three daily servings, and recognized low-fat and fat-free milk and milk products as a good group to encourage.
- DMI has been working with quick service restaurants McDonald's and Wendy's to increase the availability and to market milk and milk products as part of their menus. In addition to helping consumers meet the government recommended three servings of dairy a day, launching milk in single-serve, 8-ounce plastic bottles has resulted in a nearly eight fold increase in weekly milk sales for both national chains.
  - The FDA report recommends that these nutrient-rich beverage options be made readily available – especially with children's meals.

### **Secondary Key Messages**

- The report points to the success of introducing healthier beverages at select quick service restaurants (QSR), and acknowledges that the key to success is offering nutrient-rich milk in appealing packaging, such as low-fat white and chocolate milk in contemporary, single-serve, 8-ounce plastic bottles.
- The FDA report recommends restaurants promote appealing food options that increase consumer demand for the food groups encouraged in the 2005 Dietary Guidelines for Americans. The guidelines encourage Americans to increase their intake of low-fat or fat-free milk and milk products, fruits, vegetables, and whole grains – to help effectively manage caloric intake and maintain healthy weight.<sup>1,2</sup>
- The 2005 Dietary Guidelines for Americans recognize that people who consume more dairy foods have better overall diets, consume more nutrients and have improved bone health. In addition, they noted intake of dairy foods does not contribute to weight gain.
  - Dairy foods supply 4 of the 7 “nutrients of concern” for which American adults have low intakes: vitamin A, calcium, magnesium and potassium. Dairy foods supply 3 of the 5 “nutrients of concern” for which children have low intakes: calcium, potassium and magnesium.

## **Q&A**

### **Q1. What is the Keystone Report, and why was it created?**

- A1.** The Keystone Forum resulted from the FDA's Calorie Count Report, which recommended that stakeholders convene to discuss and address away-from-home foods, including menu labeling, to tackle obesity. The goal of the Keystone Forum report is to call on the restaurant industry to provide healthier menu solutions in the form of a variety of lower-calorie, nutrient-rich products; to provide nutrition information for consumers; and ultimately, to help in changing consumer behavior.

According to the report, the Keystone Forum was requested and funded by the FDA, and involved bringing together a wide diversity of participants to develop joint recommendations for action. The participants included representatives from industry, government agencies, civic-sector organizations, and academia.

### **Q2. Why was milk highlighted so frequently in this report?**

- A2.** The FDA report focused on recommended actions that increase consumer demand for the food groups encouraged in the 2005 Dietary Guidelines for Americans – which included low-fat and fat-free milk and milk products, fruits, vegetables and whole grains.

In addition, to build skills for selecting foods and beverages away from home, the report also called for the expansion of nutrition education programs such as the Milk Matters program at the National Institute of Child Health and Human Development, as well as the Powerful Bones, Powerful Girls program at the CDC. The report suggests that both programs could include a large-scale social marketing campaign to promote the intake of three daily servings of low-fat and nonfat milk and milk products, consistent with the 2005 Dietary Guidelines.

Also supporting the recommendations of the 2005 Dietary Guidelines for Americans is the 3-A-Day<sup>™</sup> of Dairy nutrition education and marketing program from the American Dairy Association/National Dairy Council (ADA/NDC). The 3-A-Day of Dairy program helps Americans understand the health benefits of consuming dairy foods and how they can incorporate the recommended 3 daily servings of dairy into their healthy lifestyle.

**Q3. Restaurants can offer healthier beverage items like milk, but is that really going to sell when faced with other choices?**

**A3.** Actually, at McDonald's and Wendy's the introduction of low-fat white and flavored milk helped drive sales. The report acknowledges that key to their success – nearly eight fold increase in weekly milk sales – was the kid-friendly packaging in 8-ounce plastic re-sealable bottles. Since the launch, average weekly sales for these national chains totaled more than 5.2 million units per week, compared to the 690,000 units per week when the milk was offered in paper cartons and the milk sales at both QSRs have been sustained and healthy.

**Q4. Doesn't flavored milk have as many calories and added sugar as sodas and juice, not to mention fat?**

**A4.** Research shows that children who consume flavored milk do not have higher intakes of added sugars or total fat than children who do not consume flavored milk, but flavored milk drinkers do have higher intakes of calcium<sup>3</sup>. Adequate dairy intake is especially important during years of peak bone formation. Plus, flavored milk's contribution of added sugars to the diets of kids ages 2-18 is minimal – at only about 2 percent.<sup>4</sup>

The American Academy of Pediatrics 2006 report on optimizing bone health recommends consuming low-fat or fat-free flavored milks, cheeses or yogurts containing modest amounts of added sweeteners (both caloric and non-caloric) to meet calcium recommendations.<sup>5</sup>

Additionally, milk and milk products provide important nutrients that are lacking in many American's diets. In fact, dairy foods supply 4 of the 7 “nutrients of concern” for which American adults have low intakes: vitamin A, calcium, magnesium and potassium. Dairy foods supply 3 of the 5 “nutrients of concern” for which children have low intakes: calcium, potassium and magnesium.

**Q5. Isn't it unrealistic to expect people to order healthy foods when eating away-from-home?**

**A5.** The report notes that Americans are eating away-from-home foods more and more frequently, so providing a wider range of nutrient-rich food and beverage choices at restaurants, such as low-fat and fat-free milk and milk products, can help “on-the-go” eaters effectively meet their nutrition needs.

**Q6. Doesn't the report call for offering lower-fat ingredients, specifically suggesting low-fat cheeses?**

**A6.** Cheese is a nutrient-dense food that the 2005 USDA MyPyramid Food Guide includes as part of a healthy diet, and there are many varieties of low-fat and reduced-fat cheeses available in the marketplace.

Dairy foods, including cheese, represent nearly 72 percent of the calcium in the food supply while accounting for 12 percent of the fat and only 9 percent of calories. Most natural and processed cheeses are “excellent” to “good” natural sources of calcium that growing kids need. Just one ounce of many natural cheeses (the size of four dice) provides more than 20 percent of the Daily Value for calcium and 10 percent or more of the Daily Value for protein.

**Q7. As a result of this report, are restaurants now required to change their menus?**

**A7.** No, however, this report is a call to action for food service outlets to incorporate and market more low-calorie, nutrient-rich food choices that appeal to consumers, such as low-fat and fat-free dairy.

*For additional background, please refer to attached messaging developed during the launch of single-serve milk at Wendy’s and McDonald’s.*

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<sup>1</sup> HHS and USDA, Dietary Guidelines for Americans, 2005.

<sup>2</sup> 2005 Dietary Guidelines Advisory Committee, 2005 Dietary Guidelines Advisory Committee Report (Washington, DC: USDA, 2004).

<sup>3</sup> Johnson, et al. The nutritional consequences of flavored milk consumption by school-aged children and adolescents in the United States. *Journal of the American Dietetic Association*, 2002; 102(6): 853-856.

<sup>4</sup> Murphy M. Beverages as a source of energy and nutrients in diets of children and adolescents. *Experimental Biology*. 2005; Abstract # 275.4.

<sup>5</sup> American Academy of Pediatrics, Optimizing bone health and calcium intakes of infants, children, and adolescents. *Pediatrics*. 2006; 117(2):578-585.